

Message Text

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SUBJ: DAIRY AND FOOD INDUSTRIES SUPPLY ASSN (DFISA)

IOGA TRADE MISSION

1. GENERAL CONSENSUS OF DFISA TRADE MISSION MEMBERS AT CONCLUSION OF TWO-DAY VISIT TO HUNGARY WAS THAT STAY HERE WAS WORTHWHILE AND SALES PROSPECTS IN MEDIUM TO LONG TERM FAIR TO GOOD. WHILE NO IMMEDIATE SALES MADE, TWO OF FIVE MISSION MEMBERS VOICED OPINION THAT SIGNIFICANT SALES WITHIN NEXT 12 MONTHS LIKELY, AND FOUR OF FIVE EXPECTED TO BE DOING BUSINESS WITHIN THREE YEARS. REMAINING MISSION MEMBER (MCKEE) WHO OFFERS CONSULTATIVE SERVICES IN PLAN DESIGN AND CONSTRUCTION FELT THAT THERE WAS SOME POSSIBILITY HUNGARIAN INDUSTRIES MIGHT BEINTERESTED IN CONTRACTING FOR FEASIBILITY STUDIES IN MEDIUM TERM. ALL MISSION LGARTICIPANTS AGREED AT THIS POINT ALMOST IMPOSSIBLE TO MAKE REALISTIC DOLLAR ESTIMATE REGARDING VOLUME OF SALES EXPECTED IN THE MEDIUM TERM (12 MONTHS) OR LONG TERM. VERY ROUGH ESTIMATE FOR 12 MONTH PERIOD WOULD BE ABOUT \$350,000.

2. WHILE HUNGARIAN DAIRY AND MEAT INDUSTRY EXPRESSED SOME INTEREST IN MISSION MEMBERS OFFERINGS -- AND IN PARTICULAR PRODUCTS MANUFACTURED BY HASKON AND LADISH -- THERE WAS CONSIDERABLY MORE INTERST IN MISSION BY

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PAGE 02 BUDAPE 00544 071252Z

REPRESENTATIVES OF HUNGARIAN CHEMICAL AND PHARMACEUTICAL

INDUSTRIES. SALES OPPORTUNITIES APPEAR TO EXIST FOR VOLUMETRIC FILLER AND AUTOMATIC BATCH WEIGHING SYSTEM OFFERED BY LADISH, EXCHANGES OF PLASTIC INJECTION MOLDING DIES, AND SALES OF INJECTION MOLDING MACHINES. MFN ISSUE REPEATEDLY REFERRED TO BY HUNGARIANS DURING DISCUSSIONS AND IT APPEARS THAT MOST SALES REALIZED BY MISSION MEMBERS PRIOR TO RESOLUTION OF MFN QUESTION WILL HAVE TO COME FROM THEIR SUBSIDIARIES OUTSIDE US.

3. HUNGARIANS BROUGHT UP THE THEME OF COOPERATION (I.E., PAYING AMERICAN EQUIPMENT WITH MANUFACTURED GOODS OR COMPONENTS TO BE MARKETING IN THIRD COUNTRIES) WITH MOST MEMBERS OF GROUP. HUNGARIANS ACTIVELY LOOKING FOR FOREIGN PARTNER TO CONSTRUCT PLANT TO DISTILL ALCOHOL FROM CORN ON COOPERATIVE BASIS AND INTEREST ALSO EXPRESSED EXPLORING POSSIBILITIES FOR MANUFACTURING REFRIGERATION EQUIPMENT UNDER COOPERATIVE AGREEMENT.

4. LATE NOTIFICATION OF MISSION'S COMPOSITION AND TRAVEL PLANS AND LACK OF LITERATURE LIMITED MISSION MEMBERS' CONTACTS AND DID NOT MAKE IT POSSIBLE FOR THEM TO FULLY EXPLORE POSSIBILITIES FOR THEIR PRODUCTS HERE, PARTICULARLY IN FOOD AND

DAIRY INDUSTRY. APPOINTMENTS WITH HUNGARIANS WERE GENERALLY AT FAR LOWER LEVEL THAN USUALLY IS CASE AND CONTACTS WITH DAIRY AND MEAT INDUSTRY REPRESENTATIVES WERE LIMITED TO A SINGLE ONE-HOUR SESSION. LATE ORGANIZATION OF MISSION ALSO MADE IT IMPOSSIBLE TO ARRANGE VISIT TO FOOD PROCESSING PLANT WHICH MEMBERS AGREED WOULD HAVE BEEN VERY VALUABLE IN GIVING CLEAR IDEA OF TECHNICAL LEVEL OF HUNGARIAN FOOD AND DAIRY INDUSTRY.
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